

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 20, 1998

RJR Account #044880

Mr. P. Martin

A. D. BEDELL

SALEM TEAR TAPE PROMOTION #800438: JULY - SEPTEMBER

Dear Page:

Attached are July orders for *Salem .30¢ Tear Tape* product. 40-Pack Displays (Item #541964 @ 1/SKU) are being shipped with *July Salem Tear Tape* product. These Displays need to be maintained by participating Retailers for 3rd Quarter Salem Tear Tape distributions: July / August / September (see attached 'Retailer Letter'). This product is being shipped @ .30¢ off-invoice.

RJR will reimburse you **\$7.00** per promoted 6M case for all displays packed and shipped to retail on a timely basis.

Display Detail / Item #541964

SKU CUBE:	0.5020
SKU WT (w/o Product):	1.1350 lbs
Retail Sales Offers per SKU:	40 units
Billing per SKU:	4 Cartons

PARTNERS 'BONUS' REPORTING DESCRIPTION

S A L _ 9 8 _ . 3 0 / _ 1 P K _

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: K. Jurgensen

Enc. Retailer Letter

Retail Customer List

30TRSA1.DOC

51845 6223

JULY DELIVERY SALEM TEAR TAPE

*****UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JUNE PRODUCT
DISTRIBUTION TO MEET JULY DISTRIBUTION AS NEEDED*****

16 SKUs of Displays (Item #541964)

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	1
12300-24195	Full Flavor 100	1
12300-24196	Light	1
12300-24197	Light 100	1

PRODUCT / DISPLAYS ARRIVAL: JUNE 29, 1998

SHIP DATE TO RETAIL: WEEK OF: JULY 13, 1998

EFT \$ AMOUNT: \$1,298.44

PACKING / SHIPPING PAYMENT \$28.00
(4 (6M) promoted case(s) @ \$7.00).

JULY Drive Period 807 / Promotion #800438

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)**

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULY DELIVERY

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BPEN58B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 4

DATE: 98-04-29

TIME: 03:29 PM

WHOLESALE : 044880 A. D. BEDELL CO. <DIRECT>
 TEMPLATE : 800438 80700 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162604	162225	752618	LIGHTNING EXPRESS	6 MOUNT MORRIS RD	LEICESTER	NY	14481	1		1		2		
162605		712144	SMOKE N GUN	22 MAIN ST	ADDISON	NY	14801				1	1		960393
162606	162628	398393	URBAN TOWNE NEWS	25 N MAIN ST	JAMESTOWN	NY	14701		1	2		3		
162607		182888	HURLERS GROCERY	603 E MAIN ST	WESTFIELD	PA	16950	1	1	1	1	4		BRU
162607	162628	357342	THE HUB	501 W MAIN ST	SMETHPORT	PA	16749	2	2	2	2	8		
162607	162228	382720	STATE LINE ONE STOP	RTE. 449 MAIN ST	GENESEE	PA	16923	2	2	2	2	8		BRU
162607	162628	399179	TOWN&COUNTRY STORE	19 MAIN ST	SUGAR GROVE	PA	16350	2	1	8		11		915298
162607		543714	LANES CITGO	306 S. MAIN STREE	SHEFFIELD	PA	16347	1	1		1	3		917609
162607		566942	SMITTY'S COASTAL	ROUTE 6, BOX 6	GAINES	PA	16921	1	1	1	1	4		941856
162607	162627	705264	BP SHOP	CENTER & NORTH ST	ST MARYS	PA	15857	1	1	1	1	4		948513
162607	162628	714927	CARTERS CONVENIENCE	304 PENN AVENUE E	WARREN	PA	16365	3	3	3	3	12		
162607	162228	728526	REEDS MARKET	647 MAIN STREET	GENESEE	PA	16923	1	1	1	1	4		BRU
162607	162628	764541	STEVES UNITED NEWS	330 PENN AVENUE	WARREN	PA	16365			1		1		
173001	173022	399049	THOMAS MKT	100 S MAIN ST	UNION CITY	PA	16438	2	1	1	1	5		
173001	173022	572289	OTTO'S KEYSTONE	P.O. BOX 90	PLEASANTVIL	PA	16341	2	1	1	1	5		939827
173001	173022	626433	TITUSVILLE NEWS	401 W. CENTRAL AV	TITUSVILLE	PA	16354	3		4	1	8		

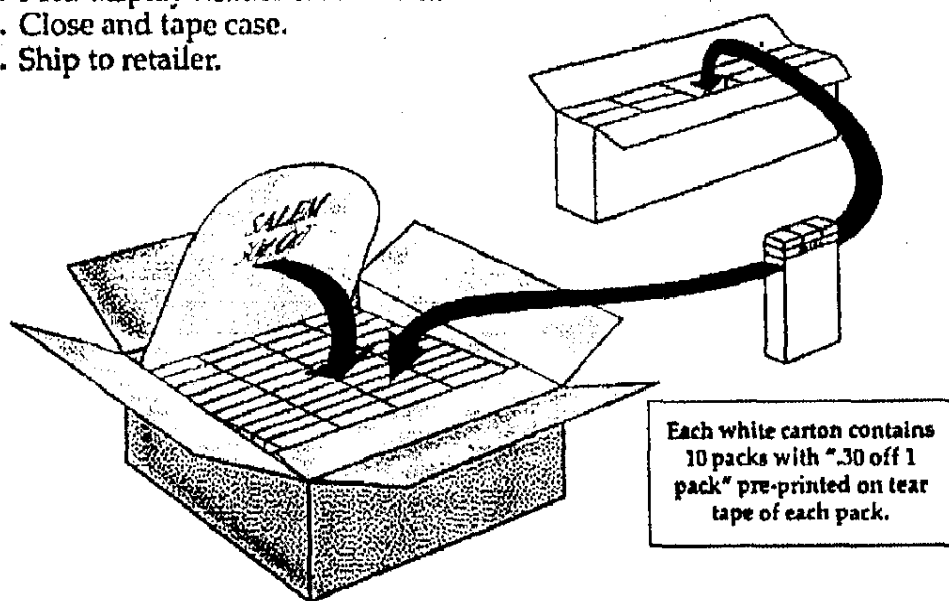
PAGE BREAK TOTAL ACCOUNTS 16 TOTAL QUANTITY 22 16 29 16 83

TEMPLATE TOTAL ACCOUNTS 16 TOTAL QUANTITY 22 16 29 16 83

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WHOLESALE PACKING INSTRUCTIONS**SALEM TEAR TAPE 3RD QTR.'98****July SALEM 30¢ OFF 1 Pack Tear Tape****STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 541964

MSA Promotion Reporting Description: SAL 98 30/1 PK

Brand Style						
Number of Cartons						

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9
5/11/98

Salem '98

30¢ Off Pack Promotion

**NOW
OFF-INVOICE**

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

40-PACK SHIPPER DISPLAY



item #541964

- Small footprint
- Shipped pre-assembled with product and paster
- Price discount clearly communicated



item #541970

- Comes packed in shipper display

SALEM '98 SNIPED PASTER

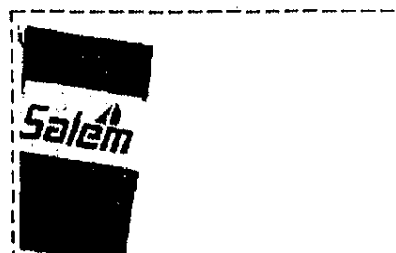
SALEM SNIPED PACK REPLICA POS



item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

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To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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